



UNIVERSITI TEKNOLOGI MARA

MUKAH CAMPUS SARAWAK

FACULTY OF PLANTATION AND AGROTECHNOLOGY

DIPLOMA IN PLANTING INDUSTRY MANAGEMENT

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)



Sweetly Hit Bakery & Cafe
Double umm . Double ngum

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SUBMISSION DATE:

09 SEPTEMBER 2016

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1.1: SUBMISSION LETTER

Crisethia Jerama Anak Andrew,
Diploma in Planting Industry Management,
University Technology MARA Sarawak,
Mukah Campus,
Km 7.5 Jalan Oya,
96400 Mukah,
Sarawak.

Madam Siti Farah Binti Lajim,
Entrepreneurship (ENT300) Lecturer,
University Technology MARA Sarawak,
Mukah Campus,
Km 7.5 Jalan Oya,
96400 Mukah,
Sarawak.

09 July 2016

Madam,

SUBMISSION OF BUSINESS PLAN

As a representative of our company, Sweety Hut Bakery & Cafe, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and guidance that have been given by you in order to accomplish this business plan. Sweety Hut Bakery & Café consists of all detail, example, the document and the following procedure which is located at Sublot 1218, Ground Floor, Block G, Pasar Baru, Fasa II, 96400 Mukah, Sarawak.

2. Our group perception towards subject Fundamental of Entrepreneurship (ENT 300) had given us the exposure and clear picture on the fundamental of starting the business. This report consists of important components and aspect that have been considered in the beginning of the business. It includes our business profile, marketing, operation aspect, structure administrative and financial plus all other information regarding the business plan.

3. We hope that you will be satisfied with our business plan and this business plan would benefit and educate individual concerned. All your kindness and corporation is much appreciated.

Thank you.

Your faithfully,



(CRISETHIA JERAMA ANAK ANDREW)

General Manager,

Sweety Hut Bakery & Cafe.

1.3: EXECUTIVE SUMMARY

The name of our business is 'Sweety Hut Bakery & Cafe'. Our company location is at Sublot 1218, Ground Floor, Block G, Pasar Baru, Fasa II, 96400 Mukah, Sarawak. It is the first bakery that with café house concept in Mukah. The name of this company is come out from the imagination by the partnership members. It shows that how we positioning our products in customer's mind until they can remember our company's name, simple and easily to pronounce.

As for the business, we are providing a special and delicious food and beverages based on dessert, pastry and fruit slush. We also provide a comfortable café house concept and WIFI services for the customers enjoy their food while surfing and relaxing in our café. Our concept is also suitable with the campus way of life and office worker.

We are starting the business with the total capital of RM50, 000. We have five managers for our company. We agreed that Crisethia Jerama Anak Andrew as a General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. Next, our Marketing Manager is Preshila Anak Bakit which created the marketing plan for our business plan. Then, Dazyliena Anak Goyang is as Operation Manager which is coordinate the operation of our company. Followed by, Veronica Ensiring Anak Pudit as our Administration Manager that responsible in planning and arranging the remuneration schedule of salary and wages for our company. Last but not least, our Financial Manager is Scallie Jin which is preparing the budget and financial statement for expenses in our company.

Most of our targeted group is from family, students, young and adult in Mukah area. This will give our company opportunity in giving our high quality services and give comfortable place as well as gaining profit.